

# ARUBA VISITOR'S GUIDE

## GUIA PARA EL TURISTA EN ARUBA

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LAGO OIL & TRANSPORT COMPANY LTD. — ARUBA, NETH. ANTILLES

(Aruba Road Map inside)

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*Palais Oriental*

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- 2 - Natural Bridge
- 3 - Sand Dunes
- 4 - Indian Caves

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—ooOoo—

**PAY US A VISIT AND SOLVE ALL YOUR GIFT PROBLEMS**

—ooOoo—

**Shop in our airconditioned department at No. 1 Store  
WHERE YOUR GUILDER ALWAYS BUYS MORE.**

# welcome, bienvenido, "bon bini" to Aruba **MARISKA'S BOOKSTORE**

We have for you, postcards, postage stamps and a mailing service. Also American magazines, English paperbacks, Aruba souvenirs and for stamp collectors we have all the stamps that you miss in your collection.

## OUR SHOP TALK

Dear visitor, we know more about this island than you might find on a map, so we'd like to give all sorts of clues to help you plan your shopping.

Let's start our shopping tour at **MARISKA** at the beginning of the Nassaustraat, the town's mainstreet. Here you'll find the largest assortment of postcards, slides, color films, of Aruba's finest spots and postage stamps to mail your letters and cards to all your friends. (the mailing service is completely free of charge). Directly across the street is **FANNY'S**. Here you'll find cashmere sweaters, Indian silks, brocade and embroidered garments, French beaded bags, gold and silver charms, crystals, Swiss watches, perfumes, souvenirs and gift items. Diner's Club and American express credit cards are accepted.

Next block is **LEO BERLINSKI's** jewelry store, which features platinum and 18 kt. gold jewelry, cultured pearls, the world famous Girard Perregaux and other well-known Swiss made watches. It carries sterling, silver plated and stainless steel cutlery, bone china and ceramic dinnerware, crystal from France, Finland, Sweden, and England, figurines, teakwood articles, petit point and beaded bags.

Under the same roof right next door is **ARUBA PEASANT SHOP**, a shopper's paradise with handicrafts from all over the world, lovely dolls, a wide range of pipes; also cashmere and beaded sweaters, "Kislav" gloves and Imperial linens from Madeira.

Across the street is **ARUBA TRADING COMPANY**. Their well-trained and friendly staff will make your shopping a real pleasure. Here you will find an extensive collection of cosmetics, perfumes, men's and ladies wear, ties, gift articles, and souvenirs - all of first quality. They will gladly deliver your bonded liquors and cigarettes free of charge to your ship or plane.

And don't forget to visit **PHOTO EL GLOBO**, annex to **ARUBA TRADING**, with their large selection of photographic equipment of world famous brand names.

In the mainstreet the carillon and the lovely showcase displays identify **SPRITZER+FUHRMANN**

"Jewelers of the Caribbean" with shops in Aruba, Bonaire, Curaçao, St. Maarten, and also in New York. You simply cannot miss this place. Its famous carillon bells with the revolving native figurines is an unforgettable experience in sound and sight. Sole representatives for over a dozen of the most famous Swiss brand watches including the Patek Philippe, Audemars Piguet, Piaget, Omega, Eterna, and Ernest Borel. Exquisite collection of precious and semi-precious stones, lustrous pearls, and exclusive gold pieces. China and crystalware from the most famous houses in Europe. Sterling from England, Holland, and Denmark. Novelty watches and clocks covered by a guarantee that follows you home. **SPRITZER & FUHRMANN** has a trained staff capable of helping you make the wisest choice. The New York branch will gladly service your articles bought in

VISIT

# FANNY'S

Mainstreet No. 7

Aruba - N.A.



for an extensive selection in :

- ★ FRENCH PERFUMES and Atomizers
- ★ French Beaded Bags and gents underwear
- ★ Swiss Watches
- ★ English Bone China and Stemware
- ★ Ballantyne, Lyle & Scott Cashmeres
- ★ Embroidered Linen & Blouses
- ★ Sport Knit & Swimwear from Europe
- ★ Canon Cameras & Binoculars
- ★ Gold & Silver Charms
- ★ Pipes from England, France, Denmark, Austria & Switzerland
- ★ Souvenirs & Gifts etc. etc.

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the islands. It is interesting to know **SPRITZER & FUHRMANN** was three times winner of the Diamonds International Award and recently has been appointed Jewelers to Her Majesty the Queen of the Netherlands. The optical department "Optica Moderna" is located in front of Spritzer.

From Spritzer's "Optica Moderna" we stroll toward **PALAIS ORIENTAL**, famous for ivory and wood carvings from India, Haiti, Hong Kong and Africa. Also for your pleasure are exotic wearing apparel, such as shawls from India, and pipes from Denmark and Italy. You will find moderately priced perfumes and colognes by Christian Dior, Jean Patou, Guerlain and others, and many more articles from all over the world. Palais Oriental also have been appointed exclusive agents for the world-known Swiss watch "Harpoon".

Now we are only a few steps away from **MEN'S SPORTSWEAR CENTER** offering you the best in men's wear on the island.

Your next stop is **SHALIMAR PALACE**. They offer you leather goods, perfumes, cosmetics, fine shoes from all over the world, beaded sweaters, ladies dresses from many countries, and many more.

A little tired and thirsty? On around the corner of the next block is **HOTEL CAPITAL** - coziest hang out in town.

Back to the mainstreet (behind No. 1 Store) we find **LA VENEZOLANA**, your best bet for fine men's wear.

We continue our tour in the main street, where the ladies will have the opportunity to have their hairdo a la ultima moda at **MAGGY'S BEAUTY SHOP**. Maggy's carries a large supply of cosmetics — wholesale and retail.

In front of Maggy's a courteous "bon bini" awaits you at **RODANIA** for jewelry, watches and Colombian emerald.

Probably you are now ready for a bite to eat. Walk up the street till you face the Esso station. Around the corner at your right you will be delighted with that very, very special Chinese and International food of

## LEO BERLINSKI

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JEWELERS

Oranjestad - San Nicolas,  
Aruba.

The world famous Swiss watch

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Silver, China, Crystal and

Figurines



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Now why not call a taxi (Tel. 1604 or 5160) and ask the driver to take you to the **CORAL STRAND HOTEL**, for a drink at their poolside bar and a swim in their new pool. For a last suggestion, ask a cab to take you along the L.G. Smith Boulevard and drop you at the **TROCA-DERO**. Here you'll have the pleasure of choosing from many types of drinks and eating one of the many Trocadero sea food specialties.

On your way back to your hotel or while touring the island, on Aruba's marvelous sugar-white beach the **MANCHEBO BEACH HOTEL** invites you to sip and dip in a completely relaxing atmosphere overlooking the crystal-clear blue Caribbean.

We hope you enjoy your stay on our island and say "Ayo" which means "So long"!

### For Your Shopping We Recommend

#### RECOMENDAMOS PARA SUS COMPRAS

##### Oranjestad:

MARISKA BOOKSTORE (Librería)  
FANNY'S  
LEO BERLINSKI  
ARUBA PEASANT SHOP  
PHOTO EL GLOBO  
ARUBA TRADING COMPANY  
BOTICA DEL PUEBLO  
**SPRITZER + FUHRMANN**  
PALAIS ORIENTAL  
SPORTSWEAR CENTER

SHALIMAR PALACE  
NO. 1 STORE  
LA VENEZOLANA  
RODANIA'S JEWELERS (Joyería)  
MAGGY'S BEAUTY SHOP  
SELEMAR  
DE WIT BOOKSTORE  
WINKEL'S  
VALEN GIFT SHOP  
(Airport - Aeropuerto)  
BALASHI BEAUTY SALON  
(Also in Sheraton Hotel)

##### San Nicolas:

RED BOOKSTORE  
LEO BERLINSKI  
NANDWAN'S  
**SPRITZER + FUHRMANN**  
ARUBA POST  
PALAIS ORIENTAL  
LIGHT PALACE (Kwihi tables)  
FANNY'S  
WINKEL'S

#### PUBLIC LIBRARY

Free lending to tourists of books in English, Spanish, Dutch; a.o. books on Aruba and other Caribbean islands. Open: Monday thru Friday from 8-12 a.m. and 2-5.30 p.m. (Tuesday and Friday till 9 p.m.).

For information phone 1580 or make a personal call at 6 Wilhelminastraat, Oranjestad or (only during afternoon hours) at the Government Building in San Nicolas (Opposite Post Office).

#### MASONIC LODGES

Lodge El Sol Naciente Longfellowstraat 3, Oranjestad  
Secr.: tel. 2555  
King Solomon's Lodge Savaneta 123, Savaneta  
Secr.: tel. 7339  
Lodge Hiram 102 Pos Chiquito  
Secr.: tel. 5431  
**ROSICRUCIAN** Aruba Chapter, Amorc.  
Savaneta 202 Meetings: every Thursday  
at 8:15 p.m.

# Palais Oriental

Nassastraat 40, Aruba

Shopping for Gifts? Visit Aruba's most modern, Air-conditioned Gift shop in the heart of Town — You will find a surprising variety of gifts from all over the world:

Gold and Silver JEWELRY from all over Europe.

Knitwear from Italy.

Silk Saris and Dresses.

Favre Leuba - SWISS WATCHES.

All the wellknown FRENCH PERFUMES Savinelli and Dunhill PIPES.

Dutch-Tweka Bathing Suits.

Madeira Embroidered tablecloths.

Italian Leather sandals.

American Express and Diner's Club Credit Cards honored.



## ARE YOU WORRIED ABOUT YOUR \$100 ALLOWANCE?

You are allowed to take back as much as you wish. You are only required to pay duty on what you declare over your \$100 duty-free allowance. Here's a sample of duty charges on various articles:

CULTURED PEARLS (loose or temporarily strung)	5%
CHINA, BONE	35%
CLOCKS (costing over \$10)	32.5%
LEATHER HANDBAGS	20%
LEATHER GOODS	8.5 to 17.5%
DIAMONDS (cut but not set)	
Not over 1/3 carat	8%
Not over 1/2 carat	10%
WATCHES (on \$100 watch)	\$8 to \$15
SHERRY	39c a fifth
SILK KNITS (as wearing apparel)	20%
MOTION PICTURE CAMERAS (costing over \$50)	13.5%

CAMERAS (not movie) (costing over \$10)	15%
PERFUME (about 18 3/4 %)	16c + 15%
WOOD CARVINGS	16 2/3 %
TYPEWRITERS	FREE
JEWELRY, GOLD	24%
STERLING FLATWARE	8c each + 17 1/2 %

Above are just a few examples of how low duty is on some of the most popular items tourists buy in our stores. Take cameras, for instance. Suppose you've bought merchandise to your full allowance of \$100 free of duty and you wish to buy a camera retailing for \$120 in Aruba. Your first saving is the fact prices here can average 40% less than in the U.S. Even with duty, you can still buy that camera at a great saving. Official duty on cameras is 15% on the wholesale value. The retail price of \$120 less 40% gives you the wholesale base rate of \$72 for your camera; and 15% duty on \$72 is only \$10.80. Your camera really cost only \$130.30. Your saving is considerable, even with duty. The same camera sells in New York City for \$199.95 (plus 5% city sales tax).

## TROCADERO

Cocktail Lounge - Restaurant  
Overlooking the schooner harbour

### SEA FOOD

CURRY DISHES — STEAKS  
CHINESE DISHES



Phone 1756

Jorge Camara, Manager

## Basi Ruti Hotel

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VEAL SCALOPINE      SCAMPI

Beach Bar Phone 2222

### TOURING ARUBA

While in Aruba you may rent a car and driver, or a drive-it-yourself car, or may take a conducted tour. To drive yourself, you will need a temporary license, which can be obtained by presenting a valid driver's license from your own country.

Aruba has many treasures that are well worth exploring:

The island's greatest attraction is the PALM BEACH and EAGLE BEACH, which are among the world's finest. The pure white sand stretches for several miles along the leeward coast, and slopes gently into the water. There is excellent opportunity for waterskiing, sailing, and swimming.

FISHING has a variety of forms, and any one of the different types offers the enthusiast a challenge. Skin diving and spearfishing are well worth the effort here, as the rocks, reefs and wrecks of some sunken ships abound in fascinating fish. There is also good deep sea fishing.

The capital of Aruba is ORANJESTAD, its architecture is typically Caribbean-Dutch with some Spanish influence, while the colors of the buildings are typically of the Caribbean. Oranjestad's shopping center tempts the tourist with merchandise from all corners of the world. You will find Swiss watches, cameras, perfumes, cashmere sweaters, silk, character dolls, Dutch tile, Delft blue, binoculars, liquors and liqueurs, woollen and other fabrics, precious stones, porcelain miniatures, straw novelties, carved ivory from the Orient, crystal, beaded and petit point bags, Indonesian and Chinese wood carvings, leather goods, gold and silverware, etc. Thanks to the extremely low import duties, the prices are often less than half of what they are in the U.S.A. Store owners also can pass on bargains to visitors because there are no sale or luxury taxes in Aruba.

The SCHOONER HARBOUR of Oranjestad is one of color and excitement; boats from many Caribbean countries are docked all along the quay. Open stalls provide space for the boatmen to display their wares: great stalks of bananas - the little sweet ones or large cooking ones, oranges, vegetables, etc.

A little further along the schooner harbour is the fish market, where you may purchase a large variety of fish. Big ocean liners and passenger-ships can moor and bunker at Oranjestad's harbour.

In the well-kept WILHELMINA PARK, named after the late Queen Wilhelmina of the Netherlands found on the seaside of Oranjestad, there is a beautiful sculptured statue of the Queen Mother, surrounded by bright colorful flowers and plants.

The American colony, SEROE COLORADO, where, most Americans live, is situated at the eastern end of the island.

The climate of Aruba is considered to be one of the finest in the Caribbean. Rainfall is scant, and the days are always cooled by the copious flow of air from the northeast tradewind. Thriving in this dry climate are the strangely shaped DIVI-DIVI TREES, that point forever downwind; the ALOE plant, which is being developed for medicinal purposes; and the cactus, which is used for fences. Arubans cherish flowers, and most homes are surrounded by bright Bougainvillea, Oleanders, Flamboyant, Hibiscus, and other tropical plants.

Aruba's most outstanding landmark is HOOIBERG or "HAYSTACK", and for those interested, there are steps for climbing to the top of this hill.

Attractive hidden coves on the north side of the island offer a perfect setting for picnics. For those who prefer a little surf with their bathing, fairly rough water on this side of the island makes it perfect. Two of the most intriguing and accessible coves are ANDICJURI and DOS PLAYA, where towering rocky arms reach into the sea and the constant dashing of waves presents a varied and awesome backdrop for the pleasant sand beaches of the coves.

A most interesting NATURAL BRIDGE on the north coast, carved out of solid coral rock by the relentless surf, is a startling example of nature's architecture, and a "must" for every visitor.

BOCA DRUIF is an interesting grotto also sculptured by the sea on the island's windward coast near the dunes of PRINS. It offers a breath-taking view of the wild coastline.

The CUNUCU, which in Papiamento means "country-side" is dotted with brightly colored Aruban houses. Rocks of many different shapes are scattered over the island. Probably the most impressive ones are found at

SHOP HOURS: Monday thru Saturday.

HORAS DE COMPRA: lunes - sábado

8 — 12 a.m. & 1.30 (2) — 6 p.m.

BANK HOURS: Monday thru Friday

BANCOS ABIERTOS: lunes - viernes

8 — 12 a.m. & 1.30 — 5 p.m.



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Est. 1935

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- ★ Toilet articles
- ★ Perfumes and colognes
- ★ Chocolates, candies, licorice

NASSAUSTRAT 22, ORANJESTAD

TEL. 1253

AYO and CASIBARI, where nature piled tremendous boulders of diorite weighing thousands of tons on top the other. At Ayo you may wander around and under these massive boulders via twisting passageways. THE DRAGON'S MOUTH at CASIBARI is a curious rock formation and a favorite spot for photographers.

Anyone interested in Indian culture will be fascinated by the ancient Indian drawings on the walls and ceilings of the caves of FONTEIN and CANASHITO, and on the rocks of ARIKOK and AYO.

The caves of QUADIRIKIRI and HULIBA are challenges for spelunkers.

Children will cherish the white and dunes of PRINS

## HOTELS - HOTELES

ARUBA CARIBBEAN HOTEL-CASINO  
200 Rooms, 20 Cabanas (Resort Hotel)

ARUBA-SHERATON HOTEL & CASINO (Resort hotel)  
202 Rooms

BASI RUTI HOTEL - 15 Rooms (Resort Hotel)

MANCHEBO BEACH HOTEL - 48 Rooms  
(Resort/Commercial Hotel)

CORAL STRAND HOTEL - 28 Rooms  
(Commercial/Resort Hotel)

HOTEL CENTRAL - 25 Rooms  
(Commercial Hotel)

CACTUS INN - 21 Rooms  
(Commercial Hotel)

NASSAU HOTEL - 11 Rooms  
(Commercial Hotel)

## HOTEL CAPITAL

TEL. 2029

Single \$5.50 to \$7.50      Double \$8.00 to \$12.50  
NO ADDITIONAL CHARGES

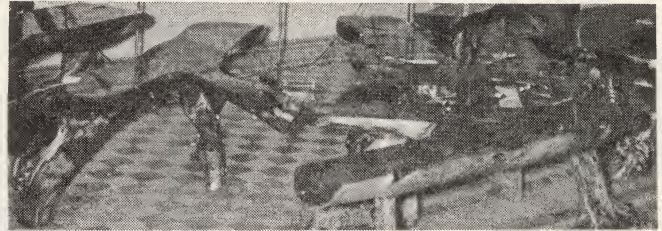
Completely airconditioned also bar and restaurant  
COZIEST HANG OUT IN TOWN

HOTEL CAPITAL  
(Commercial Hotel)

HOTEL ASTORIA - 10 Rooms  
(Commercial Hotel)

## THE LIGHT PALACE

B. v. d. Veen Zeppenfeldtstraat 87 (Mainstreet)  
San Nicolas - Tel. 5233



- floor lamps    ■ table lamps    ■ wall lamps
- ceiling lamps    ■ shaded lamps

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and CALIFORNIA.

ST. ANNA'S CHURCH has a beautiful hand-carved oak-altar.

THE PIRATE'S CASTLE AT BUSHIRIBANA stands on a cliff on Aruba's windward coast. It is really the ruins of an old gold mill, a relic of Aruba's first industry. Another gold mill is located at BALASHI.

SPANISH LAGOON got its name from the buccaners who used to put in to repair their ships in its shelter. It is known for its scenic and peaceful surroundings.

FRENCHMAN'S PASS, where the Indians fought the French to protect the island from foreign invaders, is a breeding place of Aruba's bright and colorful parakeets.

FOR MORE INFORMATION SEE



OFFICE: ARUBA CARIBBEAN HOTEL-CASINO PHONE 2250



- 5 Choices in island tours
- Transfer service to and from airport or shipside

TEL. 2250 - 1813; 3600 - 3900

WORLD WIDE



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Phone 2714



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CENTER**

**"For Better  
Men's Wear"**

Nassaustraat 44  
Tel. 2662 - Oranjestad

**CAR RENTAL - ALQUILER DE AUTOS**

HERTZ-Rent-A-Car

Tel.: 2714

**ENTERTAINMENT**



ARUBA CARIBBEAN HOTEL-CASINO  
KLOMPEN KLUB - BALI BAR  
RESTAURANT "OLDE MOLEN"  
(OLD MILL) (El Molino Viejo)  
CORAL STRAND HOTEL  
HOTEL CACTUS INN: THE CAVE  
(La Cueva)  
MANCHEBO BEACH HOTEL:  
ANDICOURI LOUNGE

**BUS SCHEDULE - LINEAS DE AUTOBUSES  
ARUBA CARIBBEAN HOTEL/ORANJESTAD**

(Fare fl. 0,30)	To (a) Oranjestad	From (de) Oranjestad
Bus stand for RETURN located at Tourist Bureau, Oranjestad.	7.55 a.m.	7.40 a.m.
Parada de buses frente a la Oficina de Turismo, Oranjestad.	9.50 a.m.	9.35 a.m.
	12.05 p.m.	11.50 a.m.
	2.10 p.m.	1.50 p.m.
	4.05 p.m.	3.45 p.m.
	6.05 p.m.	5.50 p.m.

**RESTAURANTS - RESTORANES**

OLDE MOLEN  
HONG KONG  
SALON MADRID  
(Cactus Inn)  
HOTEL ASTORIA  
ESSO CLUB  
HOTEL NASSAU  
HOTEL CAPITAL  
HOTEL CENTRAL  
MANCHEBO BEACH  
HOTEL:  
Andicouri Room

BASI RUTI HOTEL  
DIVI DIVI COFFEESHOP  
&  
KLOMPEN KLUB  
(Aruba Caribbean Hotel)



TROCADERO  
BALI  
"MANDARIN"

**TOUR OPERATORS - SU GUIA**

De Palm Sightseeing	No. 1813
Lago Refinery Tour (free of charge) (Tuesday and Friday)	„ 9-2364 „ 9-3605

# About Aruba . . . . .

**THE ISLAND AND THE CLIMATE:**

Aruba, first of the ABC islands, is the most western of the Leeward group of the Netherlands Antilles. It lies 15 miles from the Venezuelan coast, 12 degrees, 24 minutes north of the equator. It is 19.6 miles long, six miles in width at its widest point, and contains 70.9 square miles of rocky red hills and magnificent white sand beaches, surrounded by the deep blue Caribbean.

The average yearly temperature is 82 degrees, with the coolest months January and February and the warmest August and September. The air is lively and sparkling because the humidity averages only 76 per cent. Average annual rainfall is less than 20 inches.

**THE PEOPLE AND THEIR LANGUAGES:**

Aruba is the only Caribbean island on which the Indian population was not exterminated. The Aruban today is a descendant of Indians, with a mixture of Spanish and Dutch blood of the early colonizers. Arubans, those born on the island, number about 36,000. All are citizens of the Netherlands. Over 40 nationalities living peacefully together on the island.

The Leeward islands (Aruba, Bonaire, Curaçao) have a living language of their own — Papiamentu. It is a "lingua franca" that has evolved from Spanish, Portuguese and Dutch with some Indian words. Almost everybody on Aruba speaks Papiamentu, Dutch, Spanish and English.

**MONEY:**

The currency of Aruba is the Netherlands Antilles Guilder, or Florin, of which the symbol is Fl., or F. The current rate of exchange is Florin 1.85 to the U.S. Dollar or Traveler's Check, and Florin 0.40 to the Bolivar. Many merchants make the rate of exchange even more favorable for tourists by giving a flat 2-for-1 exchange when U.S. dollars are used for purchases.

There are 100 cents to a Guilder. There are silver coins of five, 10 and 25 cents, 1 Guilder and 2½ Guilder, and copper coins of 1 and 2½ cents. The "square nickel" (5 cents) is a popular souvenir. Bills are in denominations of 2½, 5, 10, 25, 50, 100, 250 and 500 Guilders.

**WATER SPORTS:**

The waters surrounding Aruba are wonderful natural playgrounds. Deep-sea fishing is excellent. The best sport fish in local waters is the Balahu, followed closely by the blue and white marlin.

Skin diving has been popular on Aruba for many years. The waters around the island are exceptionally clear. Underwater visibility of as much as 150 feet is not unusual. As popular as skin diving is waterskiing. Because the Caribbean on the leeward side of Aruba is always calm, it provides a fine course for waterskiers. Instructors will show the beginner the elements of waterskiing and have him zooming across the turquoise waters in no time.

Boats and equipment may be rented at the Aruba Caribbean Hotel. Guides familiar with local waters are available to show visitors the best places for diving, underwater photography or spearfishing. For the more sedentary, there are glass bottom sightseeing boats that cruise over the island's reefs and sunken wrecks.



## LOCAL CIVIC CLUBS

- LIONS:** Dinner at the Hotel Strand every first and third Wednesday of the month at 8:00 p.m.
- KIWANIS:** Dinner at the Hotel Strand every Monday at 7:00 p.m.
- ROTARY:** Dinner at the Trocadero Restaurant every Monday at 6:45 p.m.
- TOASTMASTERS:** Dinner at the Trocadero Restaurant every third Tuesday at 7:30 p.m.
- JAYCEES:** President H. E. Reeberg
- Y'S MEN CLUB:** President L. Dupersoi

The ARUBA FILM LIGA is a private membership club. Visitors are always welcome when introduced by a member at the nominal fee of Fls. 1.00.

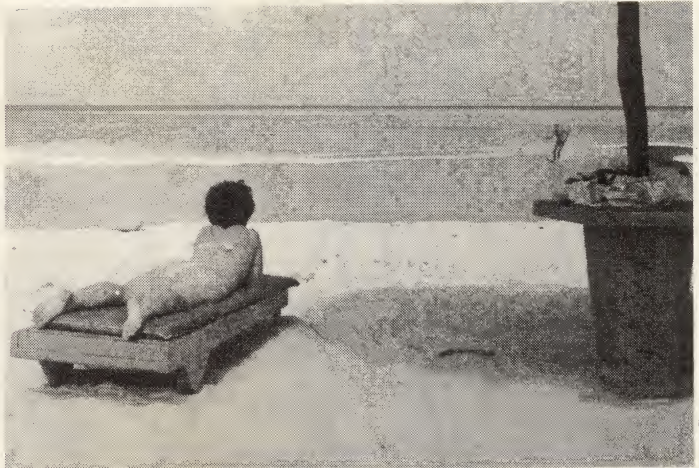
On Sundays at 8:30 p.m. Cultural Center Theatre (air-conditioned) in Oranjestad:

May 12 - PERSONA by Ingmar Bergman.

June 9 - PARIS VU PAR..... - France - six sketches.

July 7 - GIULIETTA DEGLI SPIRITI - Starring Giulietta Masina and Sandra Milo.

The ARUBA GOLF CLUB is located on the East side of the island near San Nicolas. Facilities are available to visitors. Open Tuesday thru Sunday from 7 a.m. - 6.30 p.m. For more information call: 9-3485.



# Aruba-Sheraton Hotel & Casino

*Located on Palm Beach*

*All rooms with ocean view*



*Featuring :*

- ★ REMBRANDT ROOM (SUPPER CLUB) with international entertainment
- ★ CLUB DIABLO, the swayingest cocktail lounge in town with entertainment and dance music until 2 a.m.
- ★ THE ARAWAK COFFEE HOUSE open until 3 a.m.



TEL.: 3600 - 3900



# DE WIT STORES N.V.

## ARUBA

For Souvenirs:

DELFT BLUE

ROYAL DUTCH PEWTER

ARUBA CARIBBEAN HOTEL, Palm Beach

and

Mainstreet

-

Oranjestad



### SUNDAY MASSES

#### R.C. CHURCH

Parish

Parish	Tel.	A.M. H. Mass					
		A.M.	A.M.	A.M.	M.Mayor	P.M.	P.M.
Oranjestad	1434	6.00	7.15	8.30	8.30	5.00	7.00
San Nicolas	5118	5.30	7.00	8.30	8.30	5.00	—
Santa Cruz	8110	5.00	6.30	8.00	8.00	5.30	—
Savaneta	7025	5.00	7.15	—	—	5.30	—
Noord	1409	5.30	7.00	8.30	8.30	6.00	—
Paradera	1400	5.00	—	8.30	8.30	5.30	—
Brasil	7106	—	6.00	8.00	8.00	—	7.00
Dakota	2525	6.00	8.00	8.00	—	—	7.00

Protestant Church:

Misa Protestante:

Oranjestad

Beth Israel Synagogue:

Sinagoga Israelita:

Oranjestad

Comm. Church

Seroe Colorado

Methodist Church: San Nicolas: 9.00 a.m. - 7.30 p.m.

Brasil 11.00 a.m. - 7.30 p.m.

Oranjestad 11.00 a.m.

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Amigos visitantes: Quisiera ante todo saludarles con la cordial bienvenida del nativo, ¡Bon Biní!; que los días pasados en nuestra amada isla dejen en Uds. recuerdos memorables y gratos.

Para contribuir a ello, permítame servirles de guía acompañándoles en esta, su primera jira de compras. Para realizarla recorreremos casi de extremo a extremo la calle principal, que se llama Nassaustraat y que es el centro comercial de Oranjestad.

Empecemos por visitar a **FANNY'S SHOP**, una tienda donde podremos adquirir artículos en cuero, sweaters de Angora y de Cachemira; chales, perfumes y tallas balinesas e hindús en madera y en marfil.

En la misma acera nos queda la **JOYERIA DE LEO BERLINSKI**, donde él, personalmente o su esposa o una de sus bien entrenadas empleadas nos atenderán con amable solicitud. Aquí se ofrecen joyas de oro con piedras preciosas y semipreciosas; juegos en filigrana o en modernos diseños de platino u oro de 18K.; perlas cultivadas; relojes suizos de bien reputadas marcas, destacándose entre ellos los mundialmente famosos relojes Girard Perregaux. Leo Berlinski tiene en existencia cubiertos en plata pura, platinados o de acero inoxidable; vajillas de fina porcelana y de cerámica; cristalería de Francia, Finlandia, Suecia e Inglaterra, así como figurillas, artículos de madera de teca y preciosas carteras bordadas en petit point o en mostacilla; todos en gran variedad de diseños y a precios adecuados al presupuesto del cliente.

En la próxima puerta está **ARUBA PEASANT SHOP**, que le ofrece sweaters bordados, guantes "Kislav", fina lencería de Madeira, pipas en gran variedad, también encontrará Ud. bellísimos objetos de arte de Méjico y preciosas muñecas del país.

Salimos y al frente está la **ARUBA TRADING COMPANY**, con su anexo **PHOTO EL GLOBO**. En esta tienda, la fama de la cortesía de sus empleados corre pareja con la fama de los artículos de primera calidad que ofrece. Las damas encontrarán aquí una enorme variedad de cosméticos y perfumes de las más famosas casas francesas y americanas, así como la más fina lencería, ropa de niños y regalos. No se olvide de solicitar los artículos de tocador para caballeros que Ud. prefiera; licores y cigarrillos. Sin ningún costo adicional la **ARUBA TRADING** le enviará a su avión o vapor los licores o cigarrillos libres de impuesto que Ud. haya comprado. Capítulo



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ARUBA, NETH. ANT.

aparte merece **PHOTO EL GLOBO**, dividida en dos departamentos. En el primero encontrarán los caballeros desde calzado hasta sombreros y trajes para todas las ocasiones; todo de bien reputadas marcas. El segundo se especializó en cámaras y equipo fotográfico, grabadores de cinta magnetofónica, telescopios, radios y televisores en miniatura- de lo más pequeño hasta lo más grande y técnico en esta línea lo podrá Ud. encontrar en **PHOTO EL GLOBO**.

Un poquitito más adelante atraerán su atención las alegres notas de un carillón; se trata del carillón de **SPRITZER AND FUHRMANN**, esa famosa joyería de la que ya habrá oído hablar si ha visitado N. York, Curazao, Bonaire, o San Martín. Es difícil rehuir la atracción de sus vitrinas decoradas con primoroso cuidado y delicado gusto, pero adentro nos esperan más maravillas y el alivio del aire acondicionado. Es deslumbrante su exclusiva colección de joyas en diamantes y oro y al decir exclusivas, quiero decir únicas en el continente ya que **SPRITZER AND FUHRMANN**, siguiendo la antigua tradición de las mejores joyerías del mundo, posee sus propios orfebres y diseñadores; verdaderos artistas cuyas exquisitas joyas por repetidas veces han merecido galardones en los concursos internacionales. Aquí encontramos los más finos relojes, tales como Patek Philippe y Piaget, amén de una extensa colección de novedosos relojes suizos a precios muy convenientes. A la chica que le dedique su especial atención pídale ver las carteras de noche un verdadero primor del arte manual francés, así como también los objetos de arte, cristalería, plata y porcelana de las más famosas casas de Europa que allí se venden. Como detalle adicional quiero decirles que las garantías de **SPRITZER AND FUHRMANN** son honradas en su tienda de Nueva York, cita en la 5 East 57th Street.

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Frente a Spritzer & Fuhrmann está **PALAIS ORIENTAL**. Todos los esplendores del Oriente se despliegan ante nosotros en esta tienda sin igual. Esculturas de marfil; incrustaciones de madreperla en aromáticas maderas de la India; tallas primitivas de Haití y de Africa; saris y chales de pura seda en los más exquisitos colores, bordados en oro y plata; cofres de madera de alcanfor llegados desde Hong Kong; joyas orientales de las más raras piedras preciosas; perfumes de sándalo, de rosas, de jazmines; todos los aromas del mundo en frasquitos con rótulos de Christian Dior, Jean Patou, Guerlain..... No se olvide de solicitar el famoso reloj suizo "Harpoon".

Un poquitito más adelante y en la misma acera entraremos en **MEN'S SPORTS WEAR CENTER**, que le ofrece lo mejor que puede conseguirse en la isla en artículos para caballeros.

Enfrente nos queda el **SHALIMAR PALACE**. Aquí se ofrecen perfumes, cosméticos de Helena Rubinstein y Lancôme, carteras de noche, calzado de todos los países del globo, trajes para damas llegados desde los E.U., Francia, Italia, Alemania, Dinamarca, Finlandia e Inglaterra.

Los aficionados al sip y el dip (un traguito y una zambullida) tienen un sitio ideal en la piscina y el bar del **CORAL STRAND HOTEL**, ventajosamente localizado cerca de la ciudad. También para una noche alegre, bailando a los compases de un combo, tiene el **CORAL STRAND** un artístico bar-restorán decorado con pinturas modernas de un conocido artista local.

Para un Chow (comida) chino, visite el **HONG KONG RESTAURANT & BAR**, completamente aire acondicionado. No pida algo corriente, pida un plato extraordinario, diga: Déme un Mu Ku Kai Pán y ejecute su lengua y su paladar.

Si su apetito le pide pastas, diríjase en taxi hasta el **BASI RUTI HOTEL** especializado en platos italianos. Si quiere disfrutar del paisaje marino diríjase al **TROCARDERO** y ordene un plato a base de mariscos, que son la especialidad de este restorán.

Pero la hora avanza y hemos de proseguir con nuestras compras.

En el próximo bloque (donde está el No. 1 Store) se impone una pequeña reorganización del grupo, ya que los caballeros no querrán perderse una visita a **LA VENEZOLANA**, de reputada fama por sus artículos finos para caballeros.

Las damas, por su parte no quieren perder la oportunidad de visitar al **MAGGY'S BEAUTY SHOP**, salón de belleza donde Maggy no sólo les hará el último modelo



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in Aruba

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ECONOMIC DEVELOPMENT

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Oranjestad,  
Aruba, Neth. Antilles

Tel. 1482 - 1181

en peinado, sino que también les dará su autorizado consejo para la belleza y cuidado de su pelo y de su cara.

Frente al Maggy's está **JOYERIA Y RELOJERIA RODANIA**. Su dueña nos atenderá personalmente con ese donde gentes que la caracteriza; ella misma, probablemente, nos dirá de las cinco casas de relojería suizas que representa con exclusividad, haciéndonos admirar las joyas auténticas italianas y las fantasías alemanas que exhibe en sus vitrinas; llaman la atención sus joyas de oro macizo y esmeraldas de Colombia.

Para cerrar con broche de oro nuestra jira de compras les sugiero ahora una visita al famoso Piano Bar del **MANCHEBO BEACH HOTEL**, situado en la hermosa playa blanca.

Llegada la hora de las despedidas sólo me queda decirles: ¡Hasta pronto, amigos! ¡Que hayan disfrutado de nuestra jira de compras!

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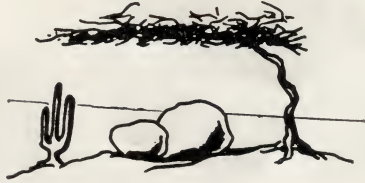
ORANJESTAD  
TEL. 1558-1550

SAN NICOLAS  
TEL. 5105-5125

La Perla del Mar Caribe

Visita Aruba





La unidad monetario de Aruba es el florín de las Antillas Neerlandesas, símbolo del cual es Fl. o F. El tipo de cambio vigente es de F. 1,85 al dólar de los Estados Unidos o F. 0,42 al bolívar venezolano para cheques de viajeros. Muchos comerciantes hacen el tipo de cambio más atractivo, dando 2 florines por dólar americano cuando Ud. hace sus compras. El florín tiene 100 centavos. Monedas de plata de 5, 10 y 25 centavos, 1 florín y 2½ florines; las de cobre son de 1 y 2½ centavos. Las monedas de 5 centavos son muy populares como souvenir, pues son cuadradas. Hay billetes de banco en denominación de 2½, 5, 10, 25, 100, 250 y 500 florines.

Las compras son una de las mejores atracciones para el visitante de Aruba. Aruba es conocido por sus precios que son prácticamente los de un puerto libre. Ciertos artículos no pagan derecho de importación. Para otros el derecho es tan mínimo que es insignificante. Aruba no tiene impuesto sobre las ventas.

Así es que regalos y preciosidades de todo el mundo se pueden comprar en Aruba por mucho menos que costarían en otras partes.

## Conozca a Aruba

Durante su permanencia en Aruba, y a fin de conocer mejor nuestra isla Ud. puede contratar los servicios de un taxi, visitar los puntos de interés en una excursión de turismo o alquilar un automóvil y conducirlo Ud. mismo. Para esto último, Ud. puede adquirir una licencia temporal presentando su licencia válida expedida en su país de origen.

Aruba tiene muchos lugares de interés que son dignos de ser visitados. Entre ellos se encuentran las playas de **PALM BEACH** e **EAGLE BEACH** que pueden contarse entre las más bellas del mundo. La blanca arena se extiende por varias millas a lo largo de la costa y declina suavemente hacia las turquesas aguas del Caribe ofreciendo, en su mansedumbre, una excelente oportunidad para esquiar sobre el agua, navegar y nadar. En el mar que circunda nuestra isla pululan una extensa variedad de peces, haciéndolo propicio para los diferentes tipos de pesca.

La capital de Aruba es **ORANJESTAD**, con una arquitectura típicamente holandesa con alguna influencia española. Los edificios están pintados en los brillantes colores característicos del ámbito del Caribe. Grandes trasatlánticos, cargados de pasajeros y de mercancías atracan regularmente en su puerto. Es excitante pasearse en los días de gran tráfico marítimo por los espaciosos muelles. La imaginación vuela tras los nombres de lejanas tierras impresos en las balas de mercancías. Yokohama, Hong Kong, Italia o Noruega se nos antojan mensajes de amigos lejanos.

Las mercancías traídas de los más distantes rincones del mundo hacen que el centro de Oranjestad constituya una verdadera tentación para el turista. Relojes suizos, cámaras, perfumes, sweters de Cachemira, sedas, azule-

jos holandeses, loza fina, binoculares, licores, lanas y otros tejidos, piedras preciosas, miniaturas de porcelana, novedades tejidas en paja, esculturas de marfil del Oriente, cristalería, tallados en madera de Indonesia y China, artículos de cuero, vajillas de plata, oro, etc., son artículos que, gracias a los bajos impuestos de importación se pueden comprar aquí a precios muy ventajosos.

Una atracción turística es la caleta de Oranjestad donde están anclados inúmeros barquichuelos procedentes de diversos lugares del Caribe. Allí se encuentra el bullicioso mercado donde en puestos amplios y soleados, despliegan



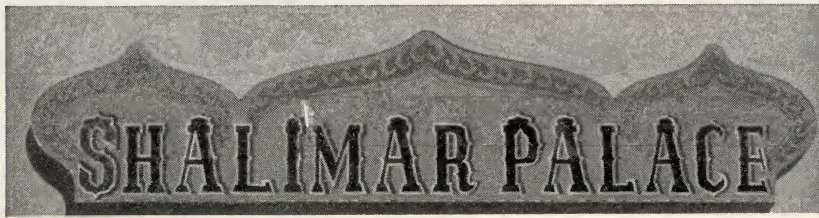
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los barqueros sus tentadoras mercancías. Llenos de colorido son los puestos de frutas, legumbres, y hortalizas. En este mercado al aire libre los compradores son tan pintorescos como las frutas que allí se venden. Los oídos se nos llenan con la confusa sinfonía de diversos lenguajes. Junto al mar, muy cerca del puerto, está el bien cuidado **PARQUE WILHELMINA**, así llamado en honor de la reina madre Guillermina de Holanda. En el centro de la plaza, rodeada de flores y de umbrosas alamedas está una hermosa estatua de la recordada reina.

El clima de Aruba está considerado entre los mejores del Caribe. La lluvia es escasa y los días son frescos por el continuo fluir de los vientos Alisios. En este clima seco medra el **DIVI DIVI**, un árbol que, azotado por el continuo batir del viento crece en las más extrañas formas, siguiendo siempre la dirección del viento. Para fines industriales se cultiva el aloe, planta liliácea de la cual se extrae un jugo muy amargo usado en medicina. En el campo crecen los cactus; las casas típicas arubanas tienen una pintoresca cerca de cactus. A los arubanos les encantan las flores y se esmeran en cultivarlas. La mayoría de los hogares están rodeados de buganvillas, adelfas, flamboyanes e hibiscos.

Un distintivo del paisaje arubano es el **HOOIBERG** (Colina Almiar); para el que desee escalarla hay una escalera que conduce hasta la misma cima.

Al norte de la isla hay bien abrigadas ensenadas que ofrecen sitios ideales para excursiones campestres. Para aquellos a quienes les gusta nadar en un fuerte oleaje este lado de la isla es perfecto. Dos de las más curiosas ensenadas son **ANDICURI** y **DOS PLAYAS**; peñascos imponentes se internan en el mar desafiando el embate de las olas que van a estrellarse contra ellos con estentóreo ruido, formando así un violento contraste con las apacibles arenas de la ensenada.

Sumamente interesante es el **PUENTE NATURAL** obra arquitectónica de la naturaleza, socavada en la dura roca por la incesante embestida del mar; no deje de visitarlo así como también a **BOCA DRUIF**, que es una gruta junto a las dunas de **BOCA PRINS**.

El **CUNUCU**, que quiere decir campo en papiamento,

está punteado por casitas de vivos colores y por impresionantes formaciones rocosas. Las más imponentes se encuentran en **AYO** y **CASIBARI** donde la naturaleza acumuló una sobre otra tremendas masas de granito de miles de toneladas de peso. En **AYO** Ud. puede explorarlas internándose por intrincados laberintos. En **CASIBARI** está la **BOCA DEL DRAGON**, que es una curiosa formación, favorita de los fotógrafos.

Los que estén interesados en la cultura autóctona, encontrarán antiguos dibujos indígenas en las paredes de las cavernas de **FONTEIN** y de **CANASHITO**, y en las rocas de **ARIKOK** y **AYO**.

Los espeleólogos hallarán un reto en las grutas de **QUADARIKIRI** y **HULIBA**.

Otro sitio de interés es la iglesia y el cementerio de **SANTA ANA**. La iglesia tiene un magnífico y centenario altar gótico de roble, tallado a mano.

También el **CASTILLO DE LOS PIRATAS** en **BUSHIRIBANA**, montado sobre un promontorio, frente a la costa de barlovento. Las ruinas de este "castillo" son en realidad las ruinas de una vieja mina de oro, reliquia de lo que fuera la primera industria de Aruba. En **BALASH!** están las ruinas de otra mina de oro.

La **LAGUNA ESPAÑOLA** recibió ese nombre por que allí reparaban sus buques los bucaneros españoles. El sitio es conocido hoy por su hermoso y apacible panorama.

En el **FRENCHMAN'S PASS** o sea **PASO DEL FRANCES** fué donde, según la leyenda, los indios pelearon contra los franceses para defender la isla de los invasores extranjeros. Actualmente es predio de bullangueros periquitos arubanos.

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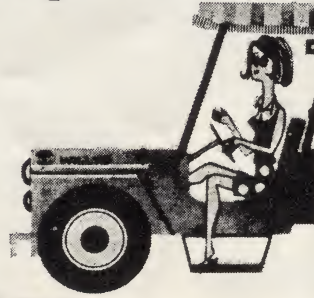
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# What's the most popular sport in Aruba?



## Shopping at Spritzer & Fuhrmann.

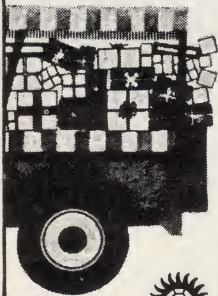
We admit that visitors to our island paradise seem to enjoy swimming, sailing and sun-bathing. But a visit to Spritzer and Fuhrmann still tops everybody's list of "things to do."

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## TIPS ON U.S. CUSTOMS REGULATIONS

According to U.S. Customs regulations each returning resident is allowed to take back, free of duty and tax, articles not exceeding an amount of \$100, which amount is based on the fair retail value of the items in the country obtained. Use of this exemption is only allowed in case the resident's stay abroad exceeds 48 hours and if the resident has not yet used part of it within the preceding 30 days.

1. You may take back with you, any articles you wish to, provided you pay tax on the amount in excess of the \$100. Tax is levied on the wholesale price of the item paid in the country where it is obtained which price is generally reached by subtracting 40% of the retail value of the article.
2. It is advisable to use the \$100 exemption for the high duty items and to pay duty on the low duty items.
3. Clothing, cameras, binoculars, watches, etc. purchased and used during the trip, should be declared as "used items". The Custom Officer in charge will make appropriate reduction for wear and/or use on the value of such items and subsequently on the duty.
4. Gifts to friends and relatives in the U.S. up to \$10 each are allowed in an UNLIMITED NUMBER provided the addressee does not receive other gift parcels exceeding the \$10 limitation on the same day. This is in addition to the \$100 exemption. Not included in this privilege are gifts of liquor and tobacco whereas perfume at less than one dollar is allowed. On these gifts NO declaration is required and NO tax will be levied.
5. Persons over 21 are permitted DUTY-FREE liquor not exceeding ONE QUART!
6. Merchandise originating in COMMUNIST CHINA, NORTH KOREA, NORTH VIETNAM and CUBA IS PROHIBITED in the U.S.
7. To pass U.S. customs smoothly, fill out your declaration carefully and keep all dutiable items and sale slips together and in a handy place!!

**Remember that you are allowed to take back as much merchandise as you want. All you have to do is to pay duty on what you declare over your \$ 100.— duty free allowance, and even after duty has been paid upon arrival in the U.S.A., purchases made in Aruba, at free-port prices are still GOOD BUYS.**